

4 August 1981

MEMORANDUM FOR: Director of External Affairs
FROM: Chief, Public Affairs Branch
SUBJECT: Public Affairs and the NFAC Academic Coordinator

1. Consideration of Public Affairs space and facilities should include the desirability of merging NFAC's Academic Coordination function into the Public Affairs Branch.

2. Background:

a. The recent Inspector General report on Public Affairs contained the following observations and recommendations:

"It is further evident that effectively planned campus visits can serve as a vehicle for developing lasting relationships with senior university faculty members and administrators, which could have both recruitment, public relations and substantive dividends. This too argues against the mere lecture-giving approach that some senior officers have adopted towards university appearances and in favor of prior contact between the speaker and university personnel.

NFAC has its separate academic relations program, through which analysts participate in university seminars and similar functions. This activity has both recruitment and public affairs overtones. NFAC officers use their participation in university seminars for talent spotting. Moreover, their expertise creates a good impression of the Agency as a whole. We believe this activity needs to be coordinated more effectively with OPA and OP on-campus efforts. (emphasis added)

The Inspector General Report went on to recommend:

"The Director of Public Affairs and the Director of Personnel in coordination with the Director, NFAC, review procedures for the coordination of public appearances by Agency officers at academic institutions, so that they can be better exploited to contribute to the Agency's recruitment needs."

by the Office of Personnel came to the same conclusion:

"Presently there exists a Coordinator of Academic Relations Staff within NFAC. The chief responsibility of this staff is to broaden and improve relations between the Agency and appropriate elements of the academic community, to improve attitudes of academics toward the Agency and to devise ways to attract qualified professional-level people from the academic community to careers in intelligence. NFAC and OPA would appear to have common goals in this regard.

Similarities include an interest in developing seminars on substantive questions, developing new programs for the interchange of ideas, facilitating the release of selected unclassified research material to the academic community and helping locate materials which should be declassified and disseminated externally.

Undoubtedly, as a part of NFAC, the Staff is able, through academic contacts, to enhance the college recruiting environment for the Directorate, and to facilitate academic research. It would seem, however, that other directorates, such as DDS&T, would have need for the same kinds of services. All directorates could be effectively and equitably served if the function were transferred from its present compartmented location into a centralized staff component. The present milieu of OPA could provide proper support for this important function."

c. Public Affairs concurred in OIG's finding and the PMCD recommendation.

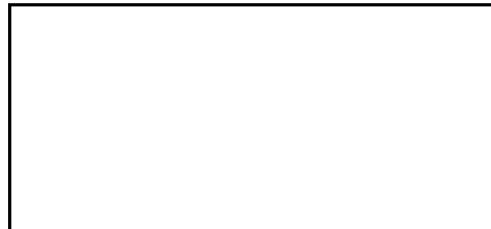
d. The NFAC Academic Coordinator has for several years relied heavily on Public Affairs support. Visits of college and university groups to CIA for either substantive or recruitment purposes are handled almost exclusively by Public Affairs. The NFAC role is limited to judging in advance whether the group and its visit will usefully serve Agency needs. Public Affairs generally handles contacts, makes security arrangements, fixes the time and place for the visit, provides escorts, arranges for speakers, and establishes the program.

e. Public Affairs has a close working relationship with the Recruitment Division of the Office of Personnel. It acts as in-house consultant for recruitment advertising and deals with the media

Approved For Release 2005/11/28 : CIA-RDP86B00985R000100030005-4
frequently on recruitment issues. It has developed guidance for media appearances of recruiters in the field and provides a full public affairs orientation for new recruiters. It notifies area recruiters in advance of public appearances by Agency officers in their area, with the objective of coordinating recruiting interests with presentations at academic institutions. Finally, it calls on selected area recruiters to satisfy requests for Agency speakers. The extent to which the NFAC Academic Coordinator coordinates with Recruitment -- if at all -- is not known, although the IG Report suggests more is needed.

f. The office of the NFAC Academic Coordinator consists of one officer, Grade 15, and a secretary.

3. For all the reasons that favored the recent consolidation of "external affairs" activities, it would be logical to fold academic relations into the same package. Placing it specifically under the Public Affairs umbrella would serve the additional purpose of enabling a more efficient and less fragmented academic relations effort over the long term.



STAT